

1938

The Iowa Homemaker vol.18, no.3

Daisy Mary Kimberley
Iowa State College

Genevieve Fisher
Iowa State College

Berniece Williams
Iowa State College

Myrtle Marie Campbell
Iowa State College

Barbara Field
Iowa State College

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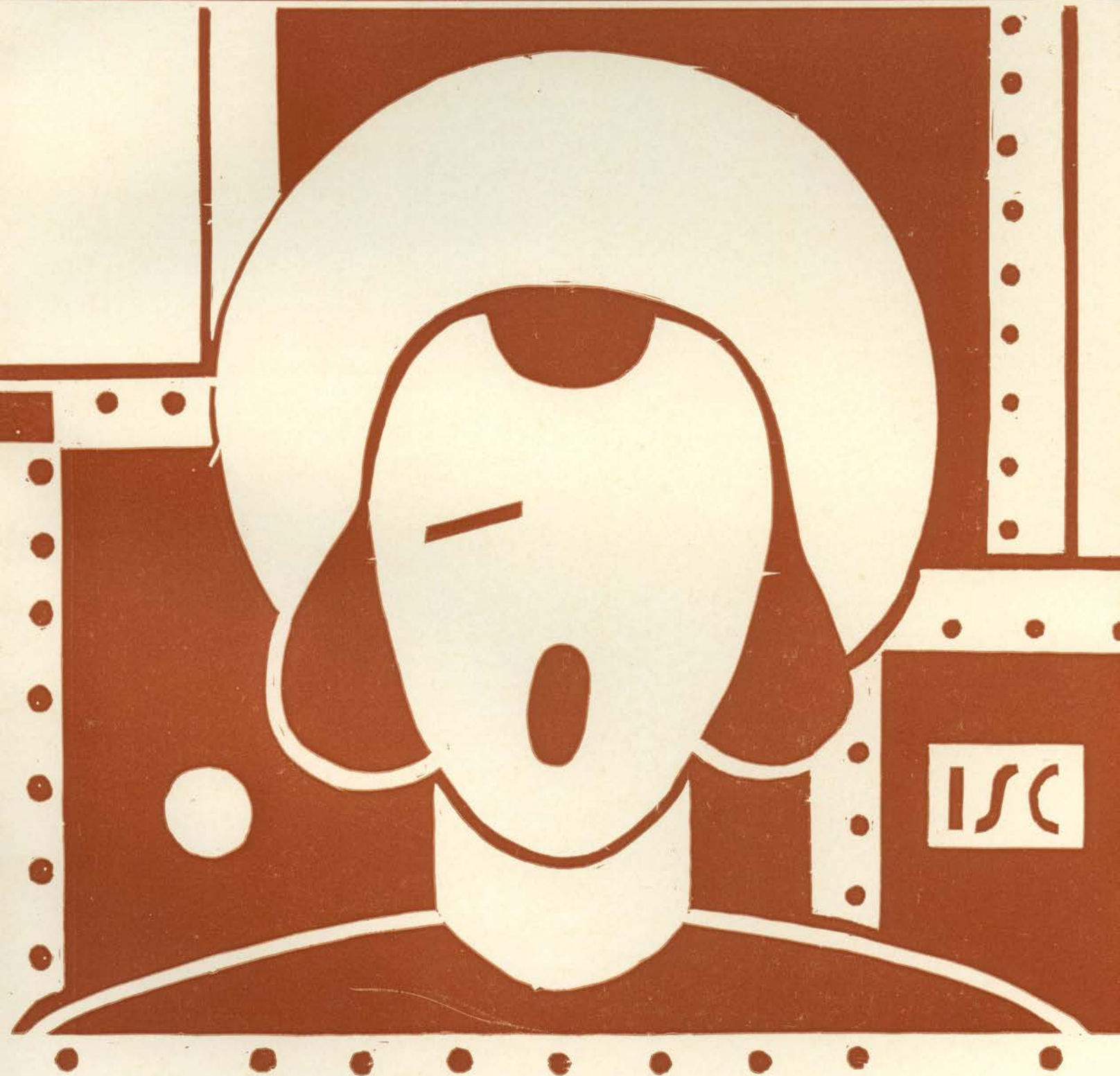
The Iowa Homemaker vol.18, no.3

Authors

Daisy Mary Kimberley, Genevieve Fisher, Berniece Williams, Myrtle Marie Campbell, Barbara Field, Alvina Iverson, Jane Currie, Winnifred Cannon, Gwen Griffith, Marjorie Pettinger, Ida Halpin, Marian Abbott, Faithe Danielson, Dorothy Evans, and Eunice Anderson

THE IOWA

HOMEMAKER



OCTOBER 1938

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THE IOWA HOMEMAKER

OCTOBER

VOL. XVIII

No. 3

The 1938 Cyclone Schedule

Sept. 23—Denver University at
Denver (night game).
Oct. 1—Luther at Ames.
Oct. 8—Nebraska at Lincoln.
Oct. 15—Missouri at Columbia.
Oct. 22—Kansas at Ames (Home-
coming).
Oct. 29—Marquette at Milwaukee.
Nov. 5—Drake at Ames.
Nov. 12—Kansas State at Man-
hattan.
Nov. 19—Oklahoma at Ames.

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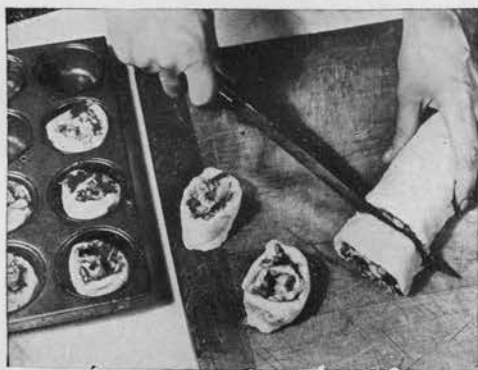
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The newly arriving freshman, designed for our October cover by applied artist Mary Lyon, will soon be wide awake, and find herself engaged in an active campus life of work and play.

Published monthly during the school year by the home economics students of Iowa State College, Ames, Iowa. Price \$1.00 per year. Advertising rates on application. Entered as second class matter at the post office, Ames, Iowa, under the act of March 3, 1879.



Twenty-nine excellent reasons why Iowa Staters "Gather now and sing her praises"—Page 2.



Mrs. Clara Gebhard Snyder, home economist of the Wheat Flour Institute, provides her recipe for a smooth sailing demonstration—Page 4.



*Cut by courtesy of Practical Home Economics
Iowa Staters shone as the steel city displayed its wonders to Home Economics conventioners—Page 7.*

"Sugar and spice and everything nice" must be ordered in quantities to provide everything from salads to brown bread for this "family"—Page 5.

Inside Information



*Cut by courtesy of du Pont Company
Attractive colored glassware is one of the items mentioned in a review of recent developments in various phases of Home Economics—Pages 10, 11.*



*Cut by courtesy of General Electric Company
In a Household Equipment lab, Miss Faith Madden brings angel food cakes out of electric roasters as a magician pulls a rabbit from his hat—Page 9.*

Cut by courtesy of Westinghouse Electric Company

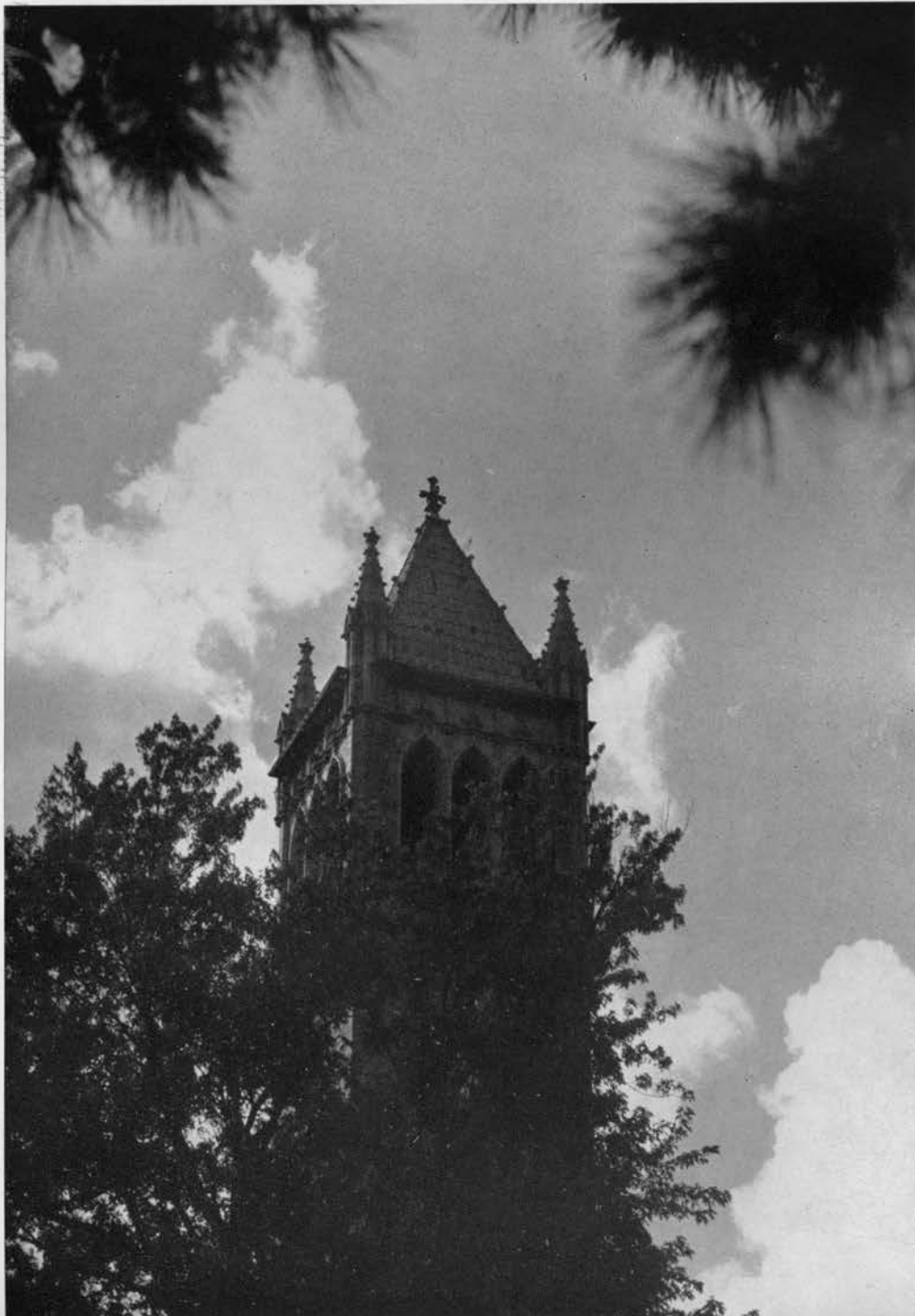


OUR HERITAGE

by Daisy Mary Kimberley

IF AN outsider were to note the enthusiasm with which a group of Iowa State alumni or students sings, "Come ye loyal sons and daughters, Hail to I.S.C.!", they might ask, "Why are they so proud of Iowa State?" There are many answers to that question, for we have dozens of reasons to boast of Iowa State.

As Home Economics students we think first of the fact that our college has the largest enrollment of Home Economics students in the world. In fact, Iowa State is a pioneer in this field, being the first college in the United States to introduce home economics training in its curricula. That was back in 1872 when Mrs. Mary B. Welch, wife of the first president of Iowa State, at-



WELCOME,

Home Economics class of '42! Today you start on your long anticipated college course. We are wishing for you four years filled brimming over with satisfactions gained from broadened interests, from work well accomplished, and from lasting friendships made. Resolve now to make your college years rich ones.

Genevieve Fisher
Dean, Home Economics Division



formulating a course in homemaking and taught the classes herself.

We have come a long way from those early "domestic science" courses. Today a Home Economics student has a choice of nine departments of Home Economics in which to major, and is fortunate in having outstanding supporting departments in sciences, liberal arts and social science subjects.

Iowa State is the only college to offer a major in Household Equipment, and more hospital dietitians are graduated annually from this college than from any other in the country. Our Home Management course is quite unique in that the girls who live in the houses are allowed to care for a small baby. The demand for Home Economics teachers from Iowa State is so great that the supply is insufficient.

Our Home Economics Club has the largest membership of any club in the country, with 1100 paid members last year. The well-known speakers who bring authoritative information to us and the helpful convocation programs planned by club members throughout the year are part of the professional work of the Home Economics Club.

The largest Home Economics graduate school is right here at Iowa State where advanced workers may receive masters' degrees in all Home Economics departments and doctors' degrees in Foods and Nutrition.

In addition to the opportunities along scholastic lines there are numerous outside activities to give every woman an opportunity to acquire new skills, make

friends and do interesting things. Athletics, clubs, professional societies and honoraries may be enjoyed by students.

One alumna has said, "We come to college not alone to prepare to make a living but to learn to live a life." With this goal in mind the administration stresses the cultural side of living as well as the practical. Students learn to love the beauty which is a part of Iowa State. The campus, our front lawn from which visitors receive their first impression, has been called one of the three or four most beautiful.

The beauty of campus and buildings reveals itself. Each new season brings another view of the familiar scene. While noting the present loveliness we may remember that it is a planned loveliness. Almost every tree on the campus has been planted. Even the natural appearing arrangement of trees has planning behind it. In the early plantings, potatoes were tossed out casually to roll along the ground. Trees were planted where they stopped.

A special committee has been organized to oversee the purchasing and placing of works of art on the campus. At present about 350 pictures have been placed in college buildings. There is at least one picture in every building, and the largest number in Beardshear Hall. We are fortunate to have murals by Grant Wood in the library. These very appropriately illustrate the theme, "When tillage begins, other arts follow." Bas reliefs by Christian Peterson enhance the Dairy Court, the new Veterinary Clinic and the middle entrance to

the Gymnasium.

Each year the Star Lecture Series brings famous people to the campus. Some recent personalities have been Lawrence Tibbet, Rudolph Ganz, Don Cossack Chorus, Stephen Vincent Benet and Zona Gale.

We're proud of the Memorial Union which was built by alumni contributions in honor of Iowa State's war heroes.

There is one thing perhaps more than any other of which Iowa State is proud. That is the quality of its graduates. They are located throughout the world, but about sixty percent of them return to this state to take responsible places in their communities.

Many traditions are dear to the hearts of Iowa Staters. One is the victory bell which rings to celebrate athletic victories. This is something more than just a bell; it is the bell from the first college building, Old Main, and rang early students to classes, meals and other activities.

Wherever Iowa State people "gather now and sing her praises," they remember the campanile with the carillon which plays more hours weekly than any other in the country. It finds a place of the memories of all who have walked to classes while the great bells played. Iowa State students are proud of their heritage.

We Wondered "How?"—So We Asked

by Berniece Williams



Cut by courtesy of Best Foods, Inc.

"**S**EEING is believing," according to one wise sage. Mrs. Clara Gebhard Snyder, home economist of the Wheat Flour Institute who demonstrated last spring for Iowa State students the correct method of preparation to obtain attractive Swedish rolls and delightful cakes, agrees with the old adage.

"We are now using the fact that we learn through our eyes," enthusiastically exclaimed Mrs. Snyder during the interview which she granted me. "Food demonstrations are dramatized visual education.

"Not even movies can take the place of a stage demonstration, because a filmed exhibition loses the personal audience contact," according to this attractive business woman who received her master's degree in 1932 at Iowa State, "Everyone likes to see things done; therefore we are now showing in addition to telling methods of preparation."

Giving her requisites for successful food demonstrations, Mrs. Snyder continued, "The demonstration has to have one central idea to which every motion, every word leads. All that does not pertain to the lesson at hand is prepared ahead of time.

"However, in concentrating on your point, you cannot overlook your audience's point of view. People come to be entertained. They want to learn only if the information is 'sugar coated.' So you must talk constantly as you work, keeping the conversation lively, never too serious. I think that every teacher as well as everyone who talks in public illustrates with certain 'stock' stories. Demonstrators are just as bad. I'm often thankful," she said with a confidential twinkle, "that I don't have the same audience twice."

"You can't stop talking and give the women a chance

to whisper, 'Why she uses only two teaspoonfuls. I always use three!' If you do, you lose your audience and have to work just twice as hard to regain attention."

Mrs. Snyder advises, "In thinking of your audience, it helps to say to yourself, 'If I were sitting out there, what should I like to see her do?' Our object is to have every recipe repeated in the homemaker's home. To accomplish this, the presentation must leave no question unanswered. To this same end we limit ourselves to just the kind of equipment used by the average homemaker.

"The appearance of the presentation cannot be over-emphasized. I like to bring in as much color as possible, because it gives a friendly look. I think yellow is the friendliest color, and because it looks clean and sunny, I wear yellow uniforms.

"Time-planning is the key to smooth sailing," Mrs. Snyder continued. "A constant sequence of products ready for the oven as your finished ones turn out, without any 'dead spots' in the rotation, is a matter of organization. That is the part I like to leave to my assistant, Miss Isabel Hilbarger," admitted Mrs. Snyder. "Miss Hilbarger has a perfect sense of timing, so she does all the planning and organization of our demonstrations.

"And, of course, to cinch the point of the whole demonstration, the audience must see the finished products. Each one must be a better advertisement than anything you could say. Thereby hangs your success."



Cut by courtesy of Best Foods, Inc.

Adept planning is required before the dorm dinner bell can ring

Behind the Kitchen Door

IMAGINE planning meals for a family of several hundred. Think of the giant measuring pans and the mixing bowls. Many Iowa State College women are now receiving valuable experience to supplement their regular curriculum by helping to feed this large family.

The students, by a process of share and share alike, do all the work in Clara Barton and Alice Freeman, the women's cooperative residence halls where no cooks or maids are employed. They are divided into five committees: lunch and breakfast, dinner, first floor cleaning, second and third floor cleaning, and fifth committee which is free of duties for the week. Each woman serves for a week on each committee.

The dining hall service for these cooperative residence halls is under the supervision of the Institution Department. Miss Grace Severance is food director and Miss Mildred Baker serves as assistant food director. In addition to supervising the planning and preparation of the meals, they keep a record of daily food costs and keep their own financial books.

Students are chosen every six weeks to serve as chairmen. Printed sheets are issued which list the work each girl on the committee is to perform. This work is shifted from day to day. The girls on the breakfast and lunch committee prepare breakfast and the early part of the lunch from 6 a. m. to 6:45 a. m. The cooking and preparation is done quickly and efficiently. Two girls are responsible for all the measuring. They take each recipe and set the required amount of ingredients on trays with the recipe card, ready to be mixed.

The girls working in the kitchen act as waitresses. At breakfast all the girls carry out their own dishes. Lunch is served cafeteria style to make the most of the limited time during the noon

by Myrtle M. Campbell

hour. Dinner is served family style with a hostess at each table.

Miss Florence W. Walls supervises the dining room service for the four "non-coop" halls with Miss Elsie Guthrie acting as her assistant. Miss Guthrie plans the menus a week in advance.



Cut by courtesy of Practical Home Economics

Liver and bacon, frozen fruit salad, steamed pudding and corn fritters are favorite dishes. They even forget to watch their waistlines in respect to roast dressings, raised doughnuts and the ever popular hot rolls. That the food is pleasing is evident by the demands at the end of the year for recipes to take home and the rush to the kitchen after dinner in the evenings to buy extra cookies or pie.

Planning food for a "family" eating in just one dorm means large quantity marketing. Two crates of oranges or grapefruit are needed for just one breakfast; 125 to 160 pounds of meat for one meal. Seventy-five to a hundred gallons of milk are consumed each day and sixty loaves of bread are needed.

When baking is done, it is not a matter of planning for a dozen rolls; twelve hundred rolls must be baked. Fresh fruits and vegetables are ordered daily as needed. Other groceries and stores

of canned goods are kept on hand as in a small scale household.

To simplify the quantity cooking and preparing, time-saving equipment is used such as a mechanical dish washer, electric mixer, electric slicer, grinder, potato peeler, and a large pastry oven. The head cook has her helpers besides the salad and dessert girls. Miss Lizzie Lunde, head cook for Birch Hall, has

cooked for Iowa State women since meals were first served in Margaret Hall. Nearly one hundred students earn their board by serving as waiters, kitchen help, or at the desks in the dining halls. These students are sufficient to fill a dining hall themselves.

Differences are apparent in kinds and amounts of foods required by the women and the men, according to Miss Severance. The men eat more potatoes, always want meat, prefer fruit to vegetable salads, and eat twice as much bread as the women. The men like white bread best, but the girls pre-

fer dark bread.

Each man drinks about a quart of milk a day and his favorite desserts are pie and ice cream. In the men's cooperative halls, a cook is in charge of the men's kitchen with the students cleaning vegetables, dish washing, mashing potatoes, making coffee, tea and cocoa, and waiting on tables.

The big rooms with their light colored walls and rows of white linen covered tables are a pleasing sight at dinner time. Eight women sit at each table. During the week each person has an assigned place which changes every two weeks so that she may make new acquaintances. For breakfast, Wednesday night dinners, and during the week ends they may sit wherever they please. Throughout the school year there is added festivity on birthdays when some lucky girl orders her favorite kind of cake and frosting and gives her friends a party.

Shopper Sally at Your Service

MOTHER nature changes her costume for the new season, setting a pace for us to follow. The same winds which blow the trees bare, also blow the leaves of our fashion magazines. As the pages turn we find that the designers have taken their cue from the great out-of-doors.

Fall Rainbow

In college fashions one of the best ways of obtaining variety is in the color range. Blue is more important than ever in its new tones—royal, teal, slate, French blue, and sky blue. But your gowns should include the grayed orange of "bittersweet," as well as prune shades, lime and moss green, raspberry and currant. A novelty color for daytime is grayed amethyst or mauve.

Black is prominent in velvets, satins, flannels, and jersey which are luxuriously trimmed in an abundance of white lace, gold or vivid red. A new combination is amethyst and midbrown.

Action Silhouettes

Skirts are very short with accordian pleats, box pleats or dirndl effects. Silhouettes are many and varied, but all waistlines are snug, following the nine-

by Barbara Field
blocks by
Marguerite Root

teenth century fashion. The new fullness in blouses seems to be favored by many.

Of Wool and Waistlines

Both silk and wool dresses must be colorful. There is a new high in novelty weaves in daytime dresses. Silk fabrics in afternoon dresses have found new interest in wool-like mossy crepes and ribbed and serge weaves. Silk and rayon jersey are here to stay after their recent wave of popularity. A new story in woolen dresses concerns sheer woolens with a high twist, and fine jerseys in tailored as well as fitted styles.

The smoother shoulder lines are flattering. They look more natural and dominate the picture, thus subordinating hips. To help this shoulder line, there are Victorian upstanding sleeves, and Dolman sleeves which indicate the return of the bloused bodice. Some of the dresses show this blouse only in the back. Waistlines are lower—more natural.

Of the sportier type are—modifications of dirndls; the windbreaker type blouse or jacket in suedes, knits, corduroy; kick pleats worked high; three-quarter push-up sleeves; and dotted velveteen.

Coat Capers

The wind blows more leaves and pages, introducing the coats of the season. First of all, we are interested in warmth in our coat investments. But like all coeds, we don't consider that sufficient. We must have style.

There is a soft silhouette in coats. Fur yokes may be the only adornment on coats or they may be accompanied by fur sleeves. Jackets are knuckle or thumb-nail length.

Boxy, collarless coats are running a very close race with the fitted and in-between coats. Each is featured by a different designer. In fur coats, in particular, there are bloused backs, flaring skirts, front fullness, shirred waistlines, inset corselet girdle, slim belted coats and new swaggers. Giant plaids, reversibles, and tweeds promise to outdo their present popularity.

Hats Swing High

New hats are high but small in circumference. Toques and berets with

feathers head the list of styles which includes birds, bows, tilted brims, high draped crowns of fur and felt, and tall cylinders.

TO SUMMARIZE your October accessory needs, make a quick mental note of these:

Purses

Softer for style
High cut frames
Silk cord handles
Surface ornaments
Matching gloves and bags

Shoes

Modification of bulky platform sole
Combination of leathers
Glove fitting shoes
Dull leather with shiny trimmings

Gloves

New pattern interest
Gloves without back pointings
Shorties
Variations of drawstring wrists

Hosiery

Pink undertone may prevail
Neutral tones
Light and vivacious coppers
Vintage shades for fall



Coventioning From Coast to Coast

IOWA STATE really went conventioning in the spring of '38. With fortunate delegates attending conventions from coast to coast, Iowa State was well represented in all the major meetings of the home economics honorary organi-



zations as well as the national meeting of the American Home Economics Association itself.

Helen Clark, Tech. Jl. Sr., zoomed across the continent to Los Angeles as a representative to the Theta Sigma Phi convention. Theta Sigma Phi is a national honorary organization for journalists and Helen is the president of the chapter at Iowa State.

Dorothy Parrish, A. A. Jr., and Dorothy Coe, A. A. Sr., with palette and brush in hand also were westward bound for an artist's haven at Boulder, Colorado, as representatives of Delta Phi Delta, national art honorary. With headquarters at Blanchard's Lodge, they had the privilege of meeting and watching renowned artists.

Eight Iowa staters: Betty Whipple, H. Ec. Sr.; Marguerite Root, H. Ec. Sr.; Dorothy Root, H. Ec. So.; Alice Atchley, H. Ec. So.; Florence Valencourt, H. Ec. Jr.; Mary Jane Telin, H. Ec. Sr.; Ruth Howie, H. Ec. Sr.; and Frances Lennon, H. Ec. Jr., invaded Lake Geneva, Wisconsin, thankful for the opportunity of spending a week in the serenity of the Y. W. C. A. camp with blue water, white sailboats and truly golden sunsets.

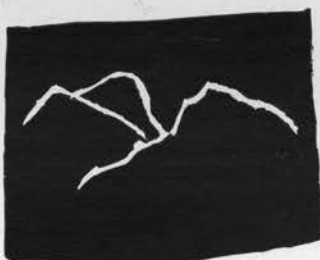
Now I come to the place where I know more whereof I speak. Dorothy Evans and I were fortunate enough to represent Omicron chapter of Phi Upsilon Omicron at its national conclave at Washington, D. C., in June. It gave a marvelous opportunity for meeting and becoming personally acquainted with national figures of the organization as well as sisters of the society from all parts of the United States.

Perhaps the most important thing a convention of this kind gives is notebook after notebook crammed full of notes to bring back to your chapter.

by Alvina Iverson

The delegates to a convention, without a doubt, get the most direct benefit but they don't get the maximum good until they bring the convention back to Iowa State.

In Washington, one of the tours most interesting to us was a visit to the Bureau of Home Economics where we watched experts test the strength of fabrics, the shortening power of fats and



the tastiness of meats. Iowa State's laboratories on a colossal scale!

But the meeting which probably was most important of all, particularly to the student body as a whole, was the annual meeting of the American Home Economics Association at Pittsburgh.

And did Iowa State shine in the Steel City!

Represented by three official delegates of the Home Economics Club, and Marian Rahn as national president of the college group, Dorothy Evans as a visiting delegate and myself as a glad-to-be-there employee of the convention as well as faculty representatives, who are all recognized as outstanding leaders in home economics, Iowa State made a conspicuous showing. Official Home Economics Club delegates were Marguerite Root, president of the local chapter; Winnifred Cannon, president of the freshmen club, and June Ary, representative from the Foods and Nutrition Club.

I can't resist mentioning the recognized prominence of Iowa State in Home Economics. In Pittsburgh, as well as in Washington, it was a common expression whenever anything was up for discussion to hear "What does Iowa State think about it?"

Extra curricular activities included a visit to the steel mills, to Chatham Village, to the Civic Centers and industrial plants in the famous city. I'm going to leave the details of the Pittsburgh convention, as well as the others, to the delegates who will tell you all about it at their first opportunity

All Aboard for Mortar Board

by Jane Currie

AT Troutdale-in-the-Pines, high in the Rocky Mountains, representatives of Mortar Board, national women's honorary for college seniors who have attained high scholarship, who have served their Alma Mater, and who are acknowledged leaders of college life, spent four delightful convention days.

There were 67 official delegates, one from each collegiate Mortar Board chapter, and many alumnae visitors at this triennial meeting of Mortar Board. Everyone was in a high pitch of excitement, greeting old friends, or meeting new ones from all over the United States.

The natural beauty of the surroundings—clear summer sky, towering snow-capped mountain peaks, majestic evergreen trees, vivid blue mountain-rimmed lakes, rushing mountain streams, riotous wild flowers—was delightfully stimulating to the discussion of problems of all camps and the finding of new projects for individual Mortar Board chapters to undertake.

Every minute of convention was an exciting experience for me. Each day after our meeting, we were free to enjoy a varied program of entertainment which included swimming in the icy water, horseback riding, golf, hiking, and a steak fry up on one of the nearby



peaks—a rare treat of the convention. Interesting talks by charming authorities, lasting friendships with grand personalities, and the exchange of ideas on every phase of college life combined to impress me with the all-inclusive scope of Mortar Board.



Dear Freshman,

The other day I was talking to some girls—outstanding girls whom you'll want to know. They were giving their ideas on what a freshman should do to get off to a grand start. I wish you could have heard them, for I know you would have appreciated the valuable tips from those who have gone before. I couldn't resist jotting down some of their thoughts to tell you.

One of the first things that they mentioned was scholarship. Some said they didn't seem to realize how important it was until they were ready to be graduated, and then they began to regret. Grades follow you all through college and bob up when you're "job hunting." As far as college is concerned, you don't know just how important grades are until you've been eliminated a few times from some of the jobs you'd like to fill on the campus.

Studying will probably be one of the greatest problems you'll have to face, though you may be fortunate enough to know already. By all means learn how to concentrate at the very first. It is a matter of sooner or later, and sooner saves so much grief.

Time planning is an asset, not a liability. You can save yourself much time if you allow a certain number of hours for each study and each activity. Be sure to include a few hours each day for good healthy relaxation and exercise. You can't study well if you're a bookworm all the time.

Good budgeting also allows eight to nine hours for sleep instead of five or six. Those hours of sleep are a credit to your time planning. Budgeting, babyish? Perhaps it may seem that way to you. However, many successful upperclassmen do it, sometimes mentally, because they have learned how, but they do it and profit by it.

Extracurricular activities, almost as important as academic work, are a wholesome part of the life of the normal student. Be sure not to omit activities—the ones you really enjoy. In addition to the accumulation of many friends, activities cultivate poise and the ability to meet people well.

Many liberal arts schools claim superiority in advancing opportunities for cultural growth. Similar opportunities may be found at Iowa State, but too few students realize them. You'll never want to miss features of the Concert and Star Lecture series. Then too, there is much here on the campus for you to find out about and enjoy: The carillon and the organ, the Carnegie music room, the library with its thousands of books and magazines, the green houses and the gardens, the golf course—anything your interests crave.

Nationally known women are in the Home Economics Division at Iowa State, and they are here for your benefit. The wise freshman is the one who knows her teacher by name and makes her acquaintance at the first.

Now that you're a college woman, it doesn't mean giving up the childhood joy of roller skating or bicycling. Stay peppy and fun. You're a freshman for only one year, so get all you can out of it—and that's a lot if you will. Don't change—just grow.

*Love,
Winnifred*

*In case you get your wires crossed
Miss Madden Presents—*

Equipment Economics

by Gwen Griffith

I JUST finished cutting an angel food cake that was baked in a roaster, and it was just as nice as any I have ever seen come out of a range oven," said Miss Faith Madden, research assistant of the Household Equipment Department.

In an obscure but much used corner of Home Economics Hall, research is carried on under the direction of Miss Madden. Equipment research is necessary and constant in order to provide adequate and accurate data for the use of the consumer.

During the last year, Miss Madden has edited a household equipment handbook and a technical handbook. The object of the household equipment handbook is to provide definite scientific consumer information for equipment on

the present day market in regard to selection, care, operation and cost of operation. This handbook is written for the lay person in an understandable way, while the technical handbook is handled more scientifically and consists of a survey of scientific research in household equipment up to the present time.

The latter includes methods of research in commercial laboratories, practical research in laboratories set up by magazines and more technical research in agricultural experiment stations.

At the present time Miss Madden is working with electric roasters: Setting up methods for testing different makes of roasters, and comparing operating cost, thermostat accuracy, interior tem-

peratures and results of cooking certain types of food in them.

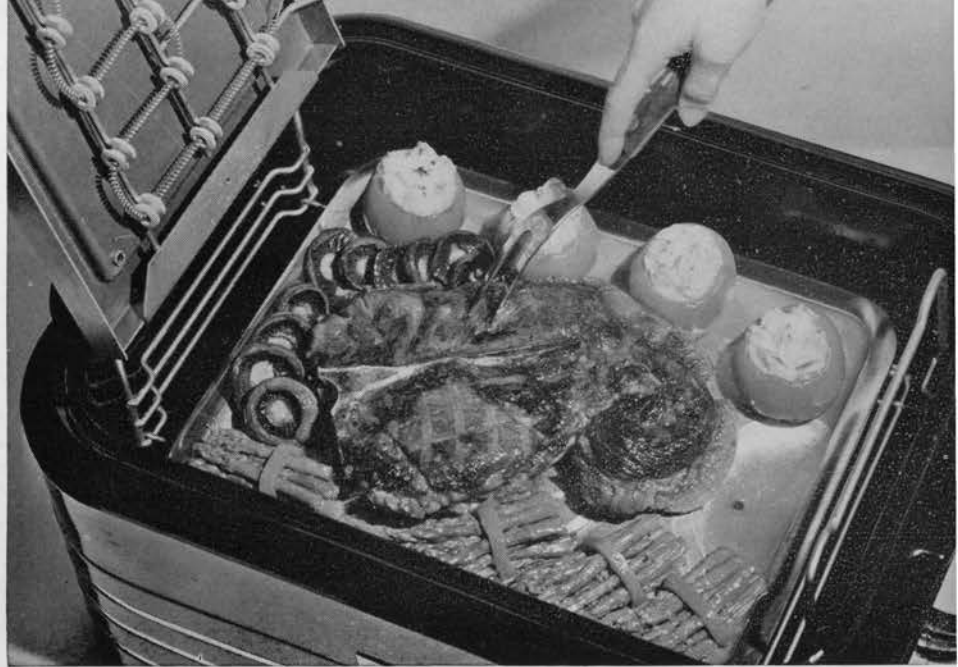
"By checking these points on the roasters, recommendations can be made to the manufacturer in regard to thermostat settings and times and temperatures that are given in the recipe books published by the companies," stated Miss Madden. Three out of the four roasters she has tested so far have maintained fairly accurate interior temperature readings, according to their thermostat readings.

In addition to the roaster problem there are three and possibly more projects planned for this year. Miss Madden plans to do a cooperative project with the University of Nebraska on electric mixers. She will study the possibility of reducing the speed of the mixer motor.

Mr. Arthur Baragar, Research Assistant in Home Economics, University of Nebraska, is setting up a test model, which is necessary for this experiment, and that beaters of all makes will fit. The work will include study on the shape, size and thickness of beater blades; shape of bowls; and method of rotation of the bowl. This experiment may prove that there is a possibility to cut down the speed of the motor without affecting the efficiency.

It will be necessary to apply pressure to the next problem to be undertaken in equipment research. Miss Madden will attempt to determine the proper amount of energy in electric units necessary to maintain constant pressure in pressure cookers over a period of time at five, ten and fifteen pounds pressure, loaded and unloaded.

Last on the temporary schedule and yet important, is the experiment on electric irons. Miss Madden's problem will be to determine the amount of moisture and the ironing temperature most satisfactory for different fibers and fabrics; to determine effect of weight and balance of iron and material of sole plates on fatigue; and to determine the relationship between the weight of the iron and the temperature used.



Cut by courtesy Westinghouse Electric Company

Thermostat readings were checked by Miss Madden.



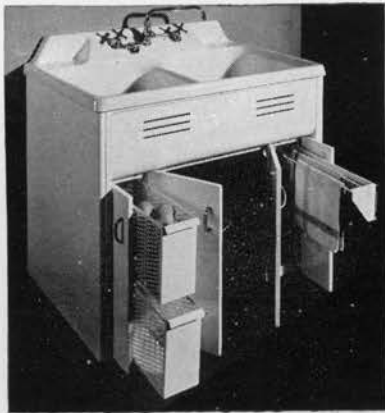
Cut by courtesy Westinghouse Electric Company

Everything from angel food cake to baked ham may be cooked in a roaster.

WHAT'S NEW IN

Foods and Nutrition

Just what is an odor? That question is unanswered as yet, but the microchemists at Iowa State College are working on the problem and have made a good start toward a solution. They have succeeded in isolating one-hundredth of



Cut by courtesy of Crane Company

a gram of the compound which causes the odor in yellow corn. This is significant, for from this they hope to learn the exact nature of the compound so that it may be synthesized in the laboratory. The industrial possibilities of this compound are many. For instance, the quality of corn bread—as it is now made—is inferior, especially in texture. However, by mixing wheat flour and corn flour, the texture could be improved, and the flavor of the bread might be maintained by adding this “odor” compound.

Less-sweet canned fruit is now available to tease the breakfast appetite. The fruit, which is packed in a considerably lighter than average syrup by a prominent company, has also gained favor for use in salads and desserts.

The canned juice family on the grocery shelf now has a new member, a delicious apple juice made from tree-ripened Northern Michigan apples. The flavor is rich and fresh; no sugar or chemical preservative is added.

To determine whether baked products were more standard when started in a cold or preheated oven, several experiments have been made. The results indicated that in every case the preheated oven either gave similar or superior products to those baked in an oven with a cold start. Not only was the standard product considered but the saving of

time was taken into account and the experiments showed that foods baked in a preheated oven required less time than those having a cold start.

For you who enjoy the intriguing cheese flavor of Welsh Rarebit, here is a discovery. You may now find your favorite food canned and ready to serve after the application of heat only. It's an emergency meal in a can.

Just the thing for canapes, hors d'oeuvres or sandwich spreads is canned lobster meat, finely chopped and blended with spices. This new canned product has the odor and flavor of fresh lobster.

A divided spice jar has radiating partitions separating it into compartments for six different kinds of spices. A rotating cover can be turned until a slide-door opening is above the desired spice.

Child Development

An automatic electric crib blanket, complete with drawstrings, is a new device to keep the baby at the right temperature all night long. The blanket



Cut by courtesy of Sunset Magazine

adapts itself to changing weather conditions and maintains a pre-set temperature level. This new device, which operates at low voltage and is equipped with a bedside control box, can be laundered easily and is shockproof when either wet or dry. It also eliminates the use of heavy blankets to produce sufficient warmth.

Originality and individuality are allowed full sway in home decoration this fall. Many styles and fabrics may be successfully combined. Furniture styles are either eighteenth century or Georgian. There is also American modern. The new colors are spirited, daring and heavy, immediately erasing the “pale pink and blue” picture of pastels from your mind. Many fabrics, without pattern, rely upon color and weave for their effects.

A device for the busy young mother is a nursery microphone which transmits a warning to the loudspeaker placed in the kitchen or wherever else the mother may be. The instruments require no special wire connection; each may be plugged into any handy electrical outlet, and the sound is carried directly through the regular 110 volt house wiring system.

Household Equipment

A new can opener of magnetized metal is said to remove any metal shavings that might drop into food taken from cans. Operated like any conventional can opener, the tool holds the shreds of metal firmly until they are removed by washing.

A new and attractive line of black, white and chrome, streamlined hot plates which will do any kind of surface cooking or heating are ideal for apartments or as auxiliary cooking devices in the home and laundry. These portable plates in combination with an electric roaster provide a complete electric cooking unit.

You'll receive some change from a five-dollar bill if you purchase one of the seven recent electric clock models. These new and dependable alarm clocks are attractive and said to give trouble-free service. They are manufactured by a prominent electrical company.

The metal ribbon heating element of a new electric radiator is embedded as an ornamental pattern in a panel of heat resisting glass. There are various designs and sizes on the market.

A new model mechanical refrigerator features an illuminated temperature dial which is attractively designed for both utility and beauty. Another convenient feature is a flexible ice cube grid which

HOME ECONOMICS

turns out ice cubes either singly or by the trayful just by a simple twist of the wrist. This new grid is not only a convenience but an economy. It provides approximately twenty percent more ice for there is no loss in melting as there is when cubes are loosened by holding trays under a water faucet.



A newly designed kitchen sink incorporates many convenient features. This compact, two-compartment sink which is especially desirable with a continuous counter is of all-steel construction with a durable baked enamel finish, chromium-plated hardware and black recessed subbases for toe room. Its 8-inch deep double compartment is a great aid in food preparation or dishwashing. A "comfort angle" supply panel, swinging mixing faucet and vegetable spray are all convenient features.



Weighing less than 20 pounds but possessing high operating speed and friction necessary for waxing and polishing, a recently devised floor conditioner is both easily and inexpensively run. In addition to the appliance itself, the outfit consists of a supply of special wax, wax filler, pine floor cleaner, sandpaper disks, steel wool doughnuts, black waxing brushes, white polishing brushes, buffing disks, retaining pins, felt pads, lamb wools applicator, and a manual for floor conditioning.



A new triple towel holder which may be fastened on the wall of the bathroom or kitchen takes up much less room while drying towels than a rack which extends out into the room. The holder has three slots which contain spring wire clips which grip the towels while drying. The twin brackets may be spaced apart according to your needs.



A novel upholstery cleaner is made of hard rubber and has wavy ribs on one side. As it is brushed over upholstery, dust is attracted by the static electricity generated by the friction. The dust collects in the hollows of the cleaner and is removed easily with a soft brush.



Sharp-cutting, efficient and easy to use describe a handy corer now on the market.



Faster and fluffier beating is the aim of a specially designed beater. This new

product is noiseless. Either a right- or left-handed model may be obtained.



You'll want to know more about the new salad bowl which will keep salads fresh and cool. This frosted glass bowl has an ice-filled channel. A cold air chamber aids in keeping food cool and retards the melting of the ice.

Institution Management

A new potato peeler will be a welcome new member to the small or medium sized cafeteria. In one to three minutes it will peel its capacity, eight pounds. The saving in peel loss is from 12 to 14 percent over hand peeling.



Soy beans are no longer considered as only animal food. The beans may be crushed and made into yellow or white flour. From this flour may be made bread, wafers, spaghetti, macaroni and glue. By grinding and boiling the beans a milk may be produced equal to cows' milk. It may be used in any



Cut by courtesy of General Electric Company

recipe in place of milk for the flavor of the beans has been removed.



Additional importance has now been placed on the "sunshine vitamin." Recent experiments suggest that weakness of skin capillaries, evidenced by easy bleeding of tissues, is due to vitamin D rather than vitamin C deficiency. These results were evidenced after studies made on a large number of school age children.

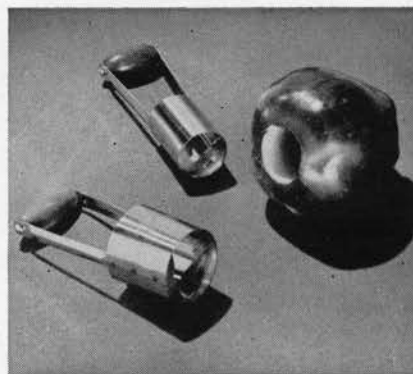


Prepared potatoes may soon be on the market in the major cities. These

potatoes have had a six-months test in Seattle restaurants and hospitals. In these experiments, pre-prepared potatoes were found to be highly successful.

The process of paring is automatic. The skin of an ordinary potato is removed under water pressure after it has been burnt loose. A mild sulphur bath then bleaches its new outer surface.

Pre-prepared potatoes are a great economy in that the outer layer of the po-



Cut by courtesy of Sunset Magazine

tato, which contains important nutrients, is saved. In addition relatively unmarketable small potatoes may be turned out. The convenience cannot be overestimated.



A ready-mixed pastry which needs only the addition of water will prove to be the life-saver of many a flustered housewife. Uniform, tender, flaky and flavorful results are obtained in form of pies, tarts, turnovers, cheese sticks and the like.

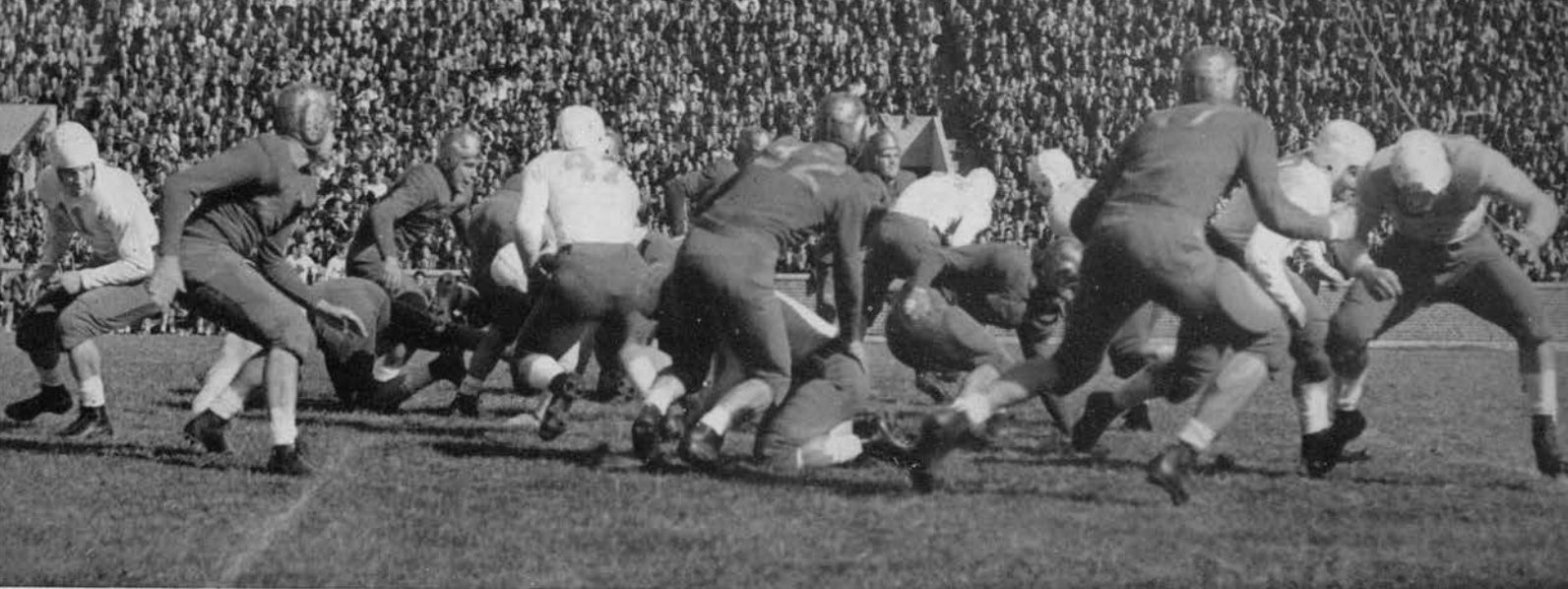


Latest member of a group of famous cereals, an all-rye cereal, is on the market. Open the package and it's ready to serve.

Applied Art

You may create a light and cheery atmosphere at the dinner table with a new colored glassware. The color is affixed to the glass by a recently devised method which makes it almost a part of the ware itself. They will hold up under practically all conditions of everyday use. There are incidental pieces that lend color where needed, giving light and color to a dark spot.

Recently developed transparent colors for glass have made possible moderately priced attractive simulations of batch-color glassware. Novel two and three-tone effects enhance this colorful tableware which plays an important part in home decoration.



Coed Training for Football

by Ida Halpin

BOOM! The lone, loud drum beat resounds through the stadium as the toe of a cleated shoe connects squarely with the "pigskin." The 1938 football season is on.

Down in front the subs lean forward tensely on the bench, and the navy-coated and gold-epauleted band members put their instruments away until the half. The sun shines; the air is cool and invigorating; excitement reigns—this is life. The bleachers are a riot of gay colored coats, plaid scarves and bright gloves as every eye follows the progress of the ball down the field. Did I say every eye? I was mistaken.

Now, look at the cute little blond behind Joe. Does she think that a mere apology will reblock his hat which she's been literally pounding for the last few minutes? She has really got enthusiasm—minus self control. She just ought to know better.

And so it goes, on and on. Why, out of all the clever, intelligent coeds who really enjoy football games, do there have to be the proverbial few who spoil it for us all by being everybody's "pet peeves" at the game? Women today are interested in football. However, to be truly interested at a game they must at least partially know the answer to the oft asked question, "What's going on down there?"

In order to leave the stadium knowing any more about the game than the score, the spectator must realize that it is impossible to see everything at once. Best results may be obtained by looking ahead of the ball. By watching the ball the spectator misses nearly ninety percent of what is happening on the field. The royal battle is going on in front of it.

With good eyesight and a little attention it is possible to watch the execution of plays. Soon you will be able to figure out what plays are likely to be called and experience the joy of anti-

cipating them. If you watch the guards while at a football game, you will obtain maximum information. The work in front of the ball carrier is interesting.

On being asked their chief complaints, if any, connected with coeds and football, co-captains Kischer and Bock collaborated on the statement that neither had had the pleasure of female company at a football game for some time. However, Bock, did say that a sore point with him is the woman who yells at the wrong time for the wrong thing. He explained, "You know, the one that yells 'What a grand tackle' just after someone has made a swell kick."

Kischer objects to women who devote all their time to their escorts and never watch the game or give the fellows a chance to watch either. John Rholf, Iowa State Student sports editor, dislikes high-pitched feminine screams at football games. Cheer leader Warren Lasser objects to the lack of spirit and enthusiasm shown by some women during the game.

The Iowa State 1938 football season started September 10th for forty-four men. They came back to school early and practiced twice a day, morning and afternoon and listened to a lecture at night. They ate together at a special "training table." They started to learn plays which are very much in detail, and there is a definite piece of work for each individual for each play. Before the end of the season the team will have learned about fifty plays. Who said football players are all brawn and no brain?

To remain eligible the players must be off college probation. Coach Yeager says the players usually make their best grades during the football season. Be-

sides being fair scholars most of the football men are working at least part of their way through college.

Athletes can compete for only three years and then forty-two quarter hours of college work are required. No freshmen are eligible for competition but they can play on the freshman football teams.

After the official season gets under way the players practice from 4:15 to 5:45 every afternoon. The Iowa State men have no training rules, and do not need any, Coach Yeager says. During the season all of the games are filmed and shown to the team on the Monday following the game to help the players analyze their good and bad points.

"Scout notes" are given concerning the next team they are to play. These "scout notes" are very detailed and contain everything that the scout could discover about the opponents-to-be during one game. The information includes plays, weaknesses, and techniques of both the team and individual players. The success or failure of the team in the next game may depend to a great extent on the accuracy of the "scout notes."

There are nine games during the season—five conference games and four outside of the conference. Iowa State is a member of the Big Six Conference which includes the Universities of Oklahoma, Missouri, Kansas, Nebraska and Kansas State College. Coach Yeager and Tackle Tusko Morin said they would vouch for the consensus of the other players' opinions that Nebraska is the team they'd rather beat than any other. Nebraska was last year's Conference winner.

Both the Coach and Morin said that contrary to the prevailing opinion, the team is conscious of the yells while on the field. While they cannot distinguish them, they are aware of them and it helps their morale.

"This Is the Way We Wash Our Clothes"

by Marian Abbott

GRANTED, everything cannot be washed, but because washing is both economical and convenient, laundering is the most important method of caring for clothing.

If you are not certain of an article's launderability, try this: Cut a small square of the material from the under side of the belt or hem or from the seam and soak it in lukewarm water for a few minutes. If it does not fade or shrink noticeably in plain water, it will probably be safe in soap and water. But be sure that your soap is mild and that your water is lukewarm. If after putting a few drops of water on your wrist, it feels only wet and not hot or cold, you may safely trust your sheerest hose to it.

To obtain the most suds run the water on the flakes in the bowl. To get the most benefit from these suds, squeeze them through the article, never scrub or rub. Two sudsings are better than one. But don't be content until you have rinsed three times. When all is soaped and rinsed, squeeze but do not twist the article. Then roll it in a towel to remove the excess water.

Sheer things can be ironed immediately with a warm iron, but heavier things should dry a few minutes first (but never in the sun). To test the iron run it over the board cover several times and then feel the cover. If it is not uncomfortably hot the iron is sufficiently heated. To play safe, however, test the iron at regular intervals while using it.

In washing out your silks and synthetics follow the general rules already given. In ironing them use a warm but not hot iron on the wrong side of the article, being certain to stroke along the grain of the material. If it is necessary to iron trimmings on the right side, cover the fabric with a piece of white tissue paper or a clean white cloth.

When washing your woolen sweaters

or socks, again follow the general rules. Knit garments will have to be reshaped or blocked either by easing them back to their original measurements or by drying them on a frame. In either case lay the garment out flat on a towel.

Wash gloves on your hands. When



Cut by courtesy of General Electric

they are nearly dry, knead them between your fingers until they are the same soft gloves you had originally.

Wash foundation garments with a soft brush. Excess water may be removed by rolling the article in a towel and squeezing gently. For drying lay the garment out flat on a towel.

For the silk hose that you wash out every night follow the simple tips given above. Roll the hose in a towel to extract the excess moisture, and dry by hanging away from excess heat.

If you stick to the rules, effective laundering will no longer be a matter of luck.

THE old adage "Sugar and Spice and everything nice—that's what little girls are made of" has been contradicted by a survey of ascertaining the chemical content of a woman's body. The results are that there is enough salt to season 25 chickens, about 10 gallons of water, sufficient fat to make 10 bars of soap, iron enough to make a good sized nail, glutens enough for making five pounds of glue, and oddly enough with all "their sweetness" only a quarter pound of sugar.

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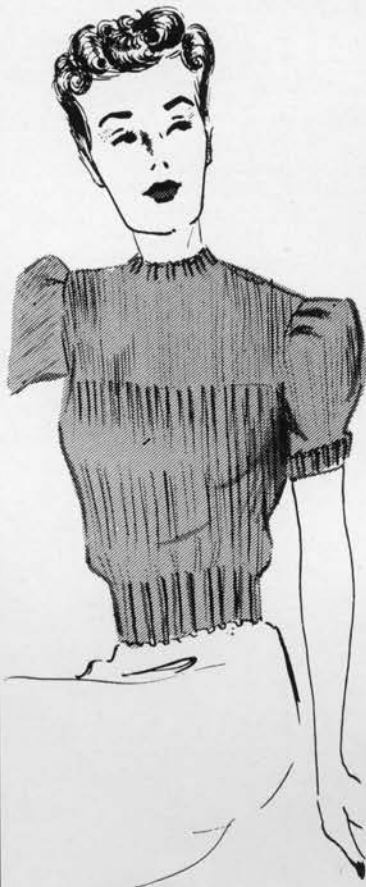
SAVE A
DOLLAR

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SAVE A
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Alums in the News

by Faith Danielson



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Jackets

5.95 to 10.95

Skirts

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Wolf's

Des Moines

CONGRATULATIONS to the freshmen students who have selected Iowa State as their school. After being at Iowa State College for four years it is hard to think of leaving our alma mater, but sooner or later we all go into some kind of a position. Some of the recent placements from the Home Economics Division are:

R. Helen Anderson, '35, will teach in the Sacramento Junior College, Sacramento, Calif., next year. Her position will be teaching clothing, costume design, textiles, and a course in men's clothing. **Beryl Schiele, '33**, who has been teaching clothing at Christian College, Columbia, Mo., has accepted a position for the coming year at Stephens College, Columbia, Mo.

E. June Miller, '33, M.S. '38, and **Harriet Brigham, M.S. '27**, will report for work soon with the Rural Electrification Administration in Washington, D. C. **Mildred Morford, '38**, has begun work with the Milwaukee Railway and Gas Company, Milwaukee, Wis., as assistant to the Home Service Director. **Evelyn Sparks**, who did graduate work in Household Equipment this year, has a position with the Idaho Power Company, Caldwell, Idaho, doing home service work.

Mary Louise McIlvaine, M.S. '35, who has been teaching at San Jose State College, San Jose, Calif., has accepted a position to teach Child Development and Home Management for next year in the Mississippi State College for Women, Columbus, Miss. **Janet Evans, M.S. '37**, will have charge of the nursery school, North Texas State Teachers College, Denton, Texas, the coming year.

Josephine Brown, '38, will be employed at the nursery school of the School of Domestic Arts and Sciences, Chicago, this year. **Irene Glass, '38**, is in charge of the nursery school at Prairie View College, Prairie View, Texas. **Bernice Burling, '37**, has accepted a position for next year in the Child Development Department of Stephens College, Columbia, Mo.

Marvene Howes, '36, M.S. University of Texas, '38, goes to the Southwest Louisiana Institute, Lafayette, La., nursery school. **Ruth Duncan, '38**, has accepted a position as governess with the Lester J. Norris family, St. Charles, Ill.

Nellie DeKalb, '35, is dietitian at the Montana Deaconess Hospital, Great Falls, Mont. **Viola Kraus, '35**, is the dietitian at St. John's Hospital, Helena, Mont. **Elma Crain, M.S. '38**, is a new dietitian at Cook County Hospital, Chicago. **Doris Vecker, '32**, who has been the dietitian at Blessing Hospital, Quincy, Ill., has been recalled to Cook County Hospital, Chicago, where she is

dietitian in the psychopathic division. **Margaret O'Connell, '37**, who took her dietetics internship at Harper Hospital, Detroit, has been retained on the staff there.

Katherine Wulfig, '37, has accepted a permanent position as therapeutic dietitian at the Pennsylvania Hospital for Mental Diseases, Philadelphia, Pa. **Ruth Chapman, '27**, is the dietitian at Sea View Hospital, Staten Island, N. Y. **Mary Alice Bolt, '33**, has been appointed dietitian in the Valley View Hospital, Ada, Okla.

Alice Abbott, '36, has resigned her position with the University Hospitals of Cleveland, Ohio, to accept the posi-



Margaret O'Connell, '37



Katherine Wulfig, '37

tion of instructor of elementary nutrition and food preparation at Western Reserve University in the same city. **Virginia Smith, '35**, is employed as dietitian at the Army Hospital on Governor's Island, Fort Jay, N. Y. **Mary Margaret Hill, '37**, is the new dietitian at the Dixon Public Hospital, Dixon, Ill.

Trese Warburton, '35, M.A. Columbia University, '38, has accepted a position with Wayne University, Detroit, Mich., for next year. Her work will include being resident instructor in the home management house, stressing the art angle, personal and family housing problems, and advanced clothing construction.

Elizabeth Holt, '37, has recently accepted a position to manage the food service at Monticello College, Godfrey, Ill. **Dorothy Royer, '37**, will be an assistant in the food service, Rockford College, Rockford, Ill. **Alice Mae Lyen, '38**, is employed in the food service at Hutchinson Commons, University of Chicago. **Hazel Wilson, '38**, is getting experience in food production work at Wieboldt's in Chicago. **Eleanor Jean Warsaw, '38**, is also employed with Wieboldt's in Chicago.

Martha Park, M.S. '31, will be Assistant Director of Home Economics at the State Normal School, Plattsburg, N. Y., this fall. **Lucille Marker, M.S. '37**, who has been teaching at the

Indiana State Teachers College, Terre Haute, Ind., has accepted a position for the coming year at the Northern State Teachers College, Marquette, Mich.

Mrs. Gladys Timson Stevenson, M.S. '32, Ph.D. '38, has accepted a position at the University of California, Los Angeles, for the coming year. **Alice McKinney**, '25, formerly of the Michigan Extension Service, has accepted a position as Home Furnishing Specialist in Ohio. **Mrs. Winifred Keil Gillen**, '30, M.S. '38, has begun her work with the Oregon Extension Service. Mrs. Gillen is located at Klamath Falls, Ore.

LaVonne Dubes, '38, will be the new Home Demonstration Agent in Wapello and Keokuk Counties, with headquarters in Ottumwa and Sigourney. **Vera Akers**, '38, has accepted a position as Home Demonstration Agent in Ringgold and Taylor Counties, Iowa. **Dorothy Gates**, '38, has also received a position with the Iowa Extension Service and will be located in Delaware County, Iowa. **Ruth Lee**, '38, is employed with the Iowa Extension Service in Butler and Bremer Counties, with



Mary M.
Hill, '37



Dorothy
Royer, '37

headquarters at Waverly, Iowa. **Lura Beath**, '38, has begun working with the Ohio Extension Service.

Gertrude Barth, '30, is now employed with the Illinois National Youth Administration in Chicago. Miss Barth is conducting homemaking classes for girls between the ages of 18 and 25.

Ann Hadden, '32, has accepted a fellowship in Institution Administration at Kansas State College, Manhattan, Kan. **Ruth Carr**, '38, will be one of the "fellows" in nutrition at the University of Minnesota, Minneapolis, next year.

Lois Hawk, '38, has accepted a fellowship in Child Development for next year at Michigan State College, East Lansing, Mich. **Marion Carr**, '38, will be on a Child Development fellowship at Ohio State University, Columbus, Ohio. **Beth Johnson**, '38, began work the first part of September with the National Livestock and Meat Board, Chicago, Ill.

Women who were graduated in June, 1938, and are in teaching positions this fall include: **Ruth Bohlken**, Anthony, Iowa H. S.; **Opal Boss**, Sigourney, Iowa, H. S.; **Clara Byam**, Lake Park, Iowa, H. S.; **Dorothy Coe**, Calumet, Iowa, H. S.; **Faith Danielson**, Corning, Iowa, H. S.; **Mary Elder**, Jesup, Iowa, H. S.; **Arlouine Frees**, Hanlontown, Iowa, H. S.; **Helen Gaines**, Sutherland, Iowa, H. S.;

Dorothea Galehouse, Rock Springs, Wyo., H. S.; **Rosemary Garst**, New Canton, Ill., H. S.; **Margaret Gleason**, Canton, Minn., H. S.; **Ruby Greiner**, Klemme, Iowa H. S.

Lorna Haight, Winfield, Iowa, H. S.; **Ruth Hall**, Lohrville, Iowa, H. S.; **Eleanor Hanna**, Glidden, Iowa, H. S.; **Dorothy Hanson**, Soldier, Iowa, H. S.; **Martha Jacques**, Stratford, Iowa, H. S.; **Beverly Jensen**, Buffalo Center, Iowa, H. S.; **Frances Johnston**, Pocahontas, Iowa, H. S.; **Elizabeth Lamb**, Webb, Iowa, H. S.; **Delphine Lutes**, Arcadia, Iowa, H. S.; **Jean Lynn**, Fort Dodge, Iowa, H. S.; **Opal McKeeman**, Guthrie Center, Iowa, H. S.; **Kathryn Macy**, Carson, Iowa, H. S.

Wanda Molsberry, Spirit Lake, Iowa, H. S.; **Margaret Morgan**, Waverly, Iowa, H. S.; **Florence Muir**, Preston, Minn. H. S.; **Fern Mae Olson**, Newkirk Consolidated School, Hospers, Iowa; **Vinnie Olson**, Lakeville, Minn., H. S.; **Ruth Overton**, Hubbard, Iowa, H. S.; **Virgil Paul**, Sergeant Bluffs, Iowa, H. S.; **Florence Rannels**, Gilbert, Iowa, H. S.; **Lucille Reavis**, Whitten, Iowa, H. S.; **Jean Ripple**, Lake City, Iowa, H. S.

Dorothy Saddoris, Rowley, Iowa, H. S.; **Frances Sauer**, Armstrong, Ill., H. S.; **Mary Alice Sheaffer**, Milton, Iowa, H. S.; **Bernice Shepard**, Union, Iowa, H. S.; **Virginia Simon**, Osceola, Iowa, H. S.; **Dorothy Teigland**, Lanyon, Iowa, H. S.; **Maurine Walters**, Coggon, Iowa, H. S.; **Jane Wendt**, Mingo, Iowa, H. S.; and **Mabel Mitchell**, Oto, Iowa, H. S.

Women who were graduated during the summer and who are in teaching positions this fall are: **Margery Bell**, Auburn, Iowa, H. S.; **Miriam Brouhard**, Whiting, Iowa, H. S.; **Elizabeth Elliott**, Iowa Falls, Iowa, H. S.; **Hazel Hansen**, Fredericksburg, Iowa, H. S.; **Marguerite Johnson**, Rock Island, Ill., Jr. H. S.; **Harriet Mears**, Schaller, Iowa, H. S.; **Helen Pendarvis**, Van Cleve, Iowa, H. S.; **Helen Reuling**, Otranto, Iowa, H. S.; **Pearl Robbins**, Postville, Iowa, H. S.; **Ella Sampson**, Danville, Iowa, H. S.; **Elsie Stimson**, Collins, Iowa, H. S.; **Eileen Verberg**, Ollie, Iowa, H. S.; **Alice Post White**, Plainfield, Iowa, H. S.; and **Erma Wilson**, Scranton, Iowa, H. S.



That mild distinctive almond flavor has always encouraged the use of almond meal or extract as flavoring. Now scientists have found that these nuts are high in nutritive value, offering calcium, phosphorous and iron as well as high protein content and a beneficial alkaline reaction. Two new desserts using almond meal are on the market. One is a pudding in either chocolate or vanilla flavors which may also be frozen in the refrigerator. The other is a concentrated food drink. The valuable constituents of almonds have been retained in these new products and the "Sunshine Vitamin" D has been added.

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Ames, Iowa

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How Do You Rate?

by Dorothy Evans



THERE is a close correlation between the grades which a student receives in costume design and her personal appearance rating, according to Miss Lillian Navratil in her thesis,

"Comparison of Personal Appearance Ratings and Grades of Senior Home Economics Students at Iowa State College."

There is, however, a much closer

Look in the mirror and grade your image on these grooming tests.

1. Neatness in Dress	Clothes unkempt; slovenly in appearance.	Clothes frequently untidy; careless in appearance.	Clothes neat, clean well-made, well-fitted, well-pressed, and in perfect repair.
2. Personal Neatness	Uncouth in appearance; skin, hair, hands, nails, teeth dirty and unkempt.	Evidence of grooming done hurriedly; frequently omitted in part.	Well-groomed skin, hair, hands, nails, and teeth.
3. Effect of Foundation Garments	Poorly fitted; pinched or flabby in appearance.	Wrinkles or lines showing; frequent lack of sufficient amount.	Smooth, firm; allows freedom of movement.
4. Posture of Individual	Constrained, awkward, or slumped in appearance.	Too stiff, too relaxed, resulting in faulty posture in one or more segments.	Erect and graceful posture; appearance of ease and poise.
5. Suitability of Design to Individual	Dress design unbecoming; unattractive characteristics emphasized; over-ornamentation.	Dress design often uninteresting; neither adds to nor detracts from personal attractiveness.	Dress design exceedingly pleasing and becoming; best features emphasized.
6. Suitability of Design to Occasion	Design of dress suggestive of another occasion.	Design not always appropriate for occasion.	Design of dress suitable to the occasion.
7. Becomingness of Color	Colors lack harmony with the individual, season, and with each other; accentuate poor qualities.	Color harmony not always preserved; fails to enhance individual's best qualities.	Colors bring out best qualities of individual; suited to season, occasion, and in harmony with each other.
8. Suitability of Material to Design and Purpose	Material inappropriate to individual, season, occasion, and style; unattractive in itself.	Some evidence of material poorly selected for individual, season, occasion, and design; uninteresting in itself.	Material suited to individual, season, occasion, and style; attractive in itself.
9. Suitable Accessories (including shoes and hose)	Accessories inharmonious with costume, person, and each other. Distract noticeably from individual and costume.	Incomplete harmony in accessories, frequently lacking unity in color and design.	Interesting accessories, harmonious with the costume, person, and each other; adds to the whole.
10. Pleasing Use of Cosmetics	Artificial effect; not in harmony with person, press, and occasion; Unattractive features emphasized.	Little consideration given to choice and use of cosmetics; frequently omitted or lacking in harmony.	Applied naturally; in harmony with person, dress, and occasion; sufficient to enhance attractive features.
11. Becoming Hair Arrangement	Not in accord with features, dress, or mode; unnatural in appearance. Poor features emphasized.	Hair neatly arranged; best features not emphasized.	Natural appearance; conforming to the mode, dress, and person's best qualities.
12. Design in Keeping With Present Styles	Individual made conspicuous by wearing clothes extremely out of style or in style.	Clothes neat and presentable; little style.	Dress in keeping with prevailing styles; smart in appearance.

* Published by Manual Arts Press, Peoria, Ill.

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agreement between personal appearance and costume design grades than between personal appearance and clothing construction grades. This fact may be accounted for by the difference in objectives which are to be realized in each course. Clothing construction places emphasis on the proper construction and fit of garments while costume design stresses the selection of garments in relation to the type of individual.

According to Miss Navratil's figures in her thesis there is an especially high correlation in costume design on the posture of the individual, the suitability to the occasion and the suitability of material to design and purpose.

However, improving your personal appearance is also a matter of individual attention. Even clothing courses do not insure faultless appearance. As a means



toward this end, the rating scale* on page 16 has been devised by Miss Navratil, Miss Regina Friant of the Home Economics Education Department, and Miss Rosalie Rathbone, head of the Textiles and Clothing Department.

This rating should be made only according to the descriptive phrases under the line. No personal standards should be considered. Rate yourself honestly and with great care, or better yet, persuade your roommate to rate you.

Our clothing determines how much we go into society, the places we go, and the exercise we take. Our wearing apparel contributes to our ability to secure jobs and to hold them, and it may cause us to miss them and to lose them.

"The results of an individual's personal appearance are immense although very often unknown," according to Miss Elizabeth Winterburn in *Principles of Correct Dress*.

"We take the little we perceive as a sample of all that is back of it and judge an entire character by what is apparent to the eye," she continued. Personal appearance is a matter of individual consideration in addition to the training which you receive in clothing classes.

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Behind Bright Jackets

WHEN Eleanor Ann and Elsie Jane, 'teen age twins, are suddenly put on the spot by their two cousins who drop in for a "home-cooked" dinner on cook's day out and during Mother's absence, a load of fun begins for the twins and for the reader of *It's Fun to Cook*. Author Lucy M. Maltby, who received her master's degree from Iowa

State College, successfully guided the twins over the exciting road of learning how to cook, and along the way she presents to the reader in their simplest and most understandable forms, personally tested recipes that the girls use.

The fun and enjoyment for the reader of this book will be intensified by the 206 illustrations—141 of which are pho-

tographs and 65 of which are clever drawings by Ruth King.

It's Fun to Cook, by Lucy Mary Maltby. John C. Winston Co., Philadelphia, Pa. \$2.00.

A SUCCESSFUL business woman has set down the theories upon which she modeled her career in a clever and witty fashion in her recent book, *Your Life as a Woman*. Her advice is practical and her frank comments are the things that every man has wanted to tell his wife, that you have wanted to tell your best friend—but didn't dare.

Margaret Devereux, the author of this intriguing book, has been a decorator, a stylist, an editor of the *Ladies' Home Journal* and *House and Garden*, and a consultant to several manufacturers who spent millions in accordance with her suggestions and preferences. In *Your Life as a Woman* she has given you the best of experience gained in these busy years.

Your Life as a Woman, by Margaret Devereux. Random House, New York. \$1.95.

"BUSINESS Opportunites for the Home Economist" by Mrs. Chase Going Woodhouse presents a practical study, based on interviews with outstanding economists and employees. In the book Mrs. Woodhouse discusses varieties of jobs that are available to the trained home economist, the qualifications, the method of applying for the job, how to get a start in the first job, and the estimated earnings for each type of job. It contains facts that are based on evidence of people already holding jobs in various fields. Thus it is a practical book and not one of theory.

An outstanding feature of the book is the testimony of typical job holders who tell what their work consists of, their methods of advancement, deficiencies and unnecessary phases in their training.

Business Opportunities for the Home Economist, by Mrs. Chase Going Woodhouse. McGraw-Hill Book Co. \$2.50.

FASHION IS SPINACH, by Elizabeth Hawes, is an adventure story relating the ins and outs of every phase of the women's clothing industry. It is a witty and shocking exposure which will captivate the interest of every consumer of wearing apparel. The book delightfully relates Miss Hawes' own experiences which illustrate what she has learned during the three years she worked in Paris as a sketcher, stylist, reporter and designer.

The second half of the book deals with

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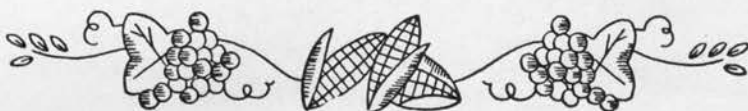
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the clothing business in America. Miss Hawes' own made-to-order dress shop furnishes the background. Her book reveals the true picture of what women's craze for "fashion" has done to the clothing industry in the United States.

Fashion Is Spinach, by Elizabeth Hawes. Random House, New York. \$2.75.

QUIET THOUGHTS, by Patience Strong, is a book that you will like to keep close at hand for any moment when you feel like reading it. This little book of philosophy in verse draws the reader into a quiet corner to read and reread it. Its disarming sincerity will capture your heart. This small but stimulating book is arresting, intimate and valuable.

Quiet Thoughts, by Patience Strong. E. P. Dutton and Company, New York. \$.50.

"**YOU** should bother with charm in any sort of world, at home or in an office. The real problem is what constitutes charm for this particular era. And we are going to scratch down to the bare bones of some rather personal problems right now." This promise is made in the introduction to Helen Valentine's and Alice Thompson's book, *Better Than Beauty*.

This "guide to charm" successfully fulfills this promise, dealing in a disarmingly charming method with everything from money matters to shaking hands. A caloric table of everyday foods finds its place in the appendix. It is a complete handbook revealing every possible way to improve YOU.

Better Than Beauty, by Helen Valentine and Alice Thompson. Modern Age Books, Inc., 155 East 44 Street, New York. \$.50.

MOTHERS, trustees, and workers will delight at the prospect of "The Day Nursery" by Ethel S. Beer, a book which lifts the standards of infant education immensely. A complete outline is given for the organization of a day nursery, discussing the location of the building, the size and number of rooms, the equipment, the meals, the toys, the required staff, and the finances. Suggestions for the further development in this field are given by an authority who has had extensive practical experience.

The Day Nursery, by Ethel S. Beer. E. P. Dutton and Company, Inc. \$1.60.

PLANNING YOUR HOME, by Emanuel E. Ericson and Roy L. Soules, presents in attractive form and in clear non-technical language the essential knowledge involved in the selection and construction of a home. This holds true for both the student in the elementary formal course in house planning and for the person who is grappling with the practical problems of buying or constructing a home.

In addition to much valuable technical information concerning building

sites, modern materials, exteriors and landscaping, the book contains valuable suggestions on floor planning, checking specifications, finishing, etc. It seems destined to become a popular book in its field.

Planning Your Home, by Emanuel E. Ericson and Roy L. Soules. Manual Arts Press, Peoria, Illinois. \$2.00.

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SYNTHETIC glamour! Subtle fragrance made from coal tar, civet, resin and molasses!

Chemistry takes on new life when you realize that perfumes today owe their very existence to synthetics. They have taken the place of flowers in supplying costly odors; they give character to every perfume; they "fix" the perfume odor so it is permanent; and they have brought us hundreds of new odors possible only through synthesis. Moreover,

by Eunice Anderson

some of the aldehydes and alcohols which form the basis of newest scents are prepared by students of organic chemistry in our own home economics curriculum.

Until synthetics were developed, 25 tons of violets were needed to make a single ounce of natural perfume oil. Now this odor is made from coal tar.

Today the chemist can quite simply get the rose odor which previously came

fume odor. If natural musk which comes from the glands of the male musk of Tibet could be had in a pure state it would be worth \$40,000 a pound.

The odiferous components are many in number and supply the main substance. The diluting agent is a pure and odorless alcohol produced by chemical process. The fixative blends are many odors into one and confers permanence on the perfume odor.

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only from flowers. Lilac and lily of the valley perfume would not be available without synthetics for no one has ever succeeded in extracting these natural oils from the flowers. Also, in discovering synthetic lilac, the chemist found the sweetest and most peculiarly powerful odor.

The new materials made possible by modern science have made the ancient art of perfume making the most fascinating of synthetic chemistry. The chemist has evolved numerous shades of each odor type. He has created entirely new perfume bases. These developments have been carried so far that every perfume depends on synthesis for its individuality and character. In the discovery of an aliphatic aldehyde, lauric aldehyde, made from coconut oil, one of the most famous French perfumes came into existence. In addition, lauric aldehyde is so powerful that although it forms the base of the best perfumes today, only a few pounds of it are used each year. The chemist also has reproduced perfume components which are free from certain undesirable by-constituents found in natural oils and are uniform in quality. In this way the perfumer is unrestricted in his blending which has made possible the new realm of subtle perfume effects.

The greatest triumph of all was the development of synthetic musk. Musk is the most important single material used in perfumery. It is a fixative, meaning that it is a substance required to blend the many odors into one fragrance and to confer permanence on the per-

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KEEPING POSTED



REPLACING DR. LOUISE J. PEET, who is now head of the Home Economics Department, American College for Women at Istanbul, Turkey, Miss Enid Sater will serve as head of the Household Equipment Department. Miss Sater was formerly assistant professor in the Household Equipment Department here.

MISS FLORENCE FALLGATTER, former chief of the home economics service in the Office of Education, Department of the Interior, is the newly selected head of the Home Economics Education Department at Iowa State. During 12 years of service with the Federal Board for Vocational Education and the Office of Education, Miss Fallgatter advanced the cause of home economics education in the United States, according to John W. Studebaker, Commissioner of Education.

"I REGRETTED THAT I COULD ATTEND only one meeting at a time," commented Mrs. Beth Bailey McLean, home economist of Swift and Company, when interviewed by a member of the Home-maker staff after returning from the

Home Economics National Convention.

"A high spot in the convention was the round-table discussion led by Miss Belle Lowe, professor in the Foods and Nutrition Department. Miss Lowe, from her wide experience and breadth of understanding of the subject, directed and summed up the material in a masterly way," according to Mrs. McLean.

PERHAPS YOU HAVE NOTICED the word "rayon" appearing more frequently in advertisements and in the conversation of salespeople. This is a result of the ruling of the Federal Trade Commission which requires that rayon fibers of all kinds be identified as such. Similar regulations in regard to silk and wool are under discussion. This movement is being actively sponsored by the National Federation of Women's Clubs and other consumer groups.

THE HIGHLY INBRED POULTRY which has been developed by the Animal Husbandry Department as a result of ten years of intensive inbreeding has the greatest value for experimental sub-

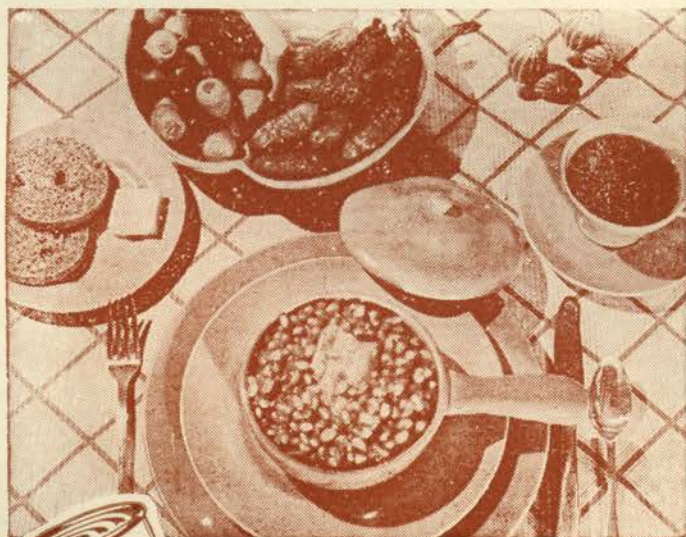
jects for research work carried on in Foods and Nutrition.

ONE OF THE NEWER MAGAZINES on food is the Food Digest which contains a special collection of articles which are interesting, varied and popular.

NEW MEASURES FOR PROTECTION for consumers and honest producers are contained in the foods section of the Federal Food, Drug and Cosmetic Act which went on the statute books with the President's signature on June 25, 1938. Thirty-two years ago the first Food and Drug Law was enacted. This is the second major legislative effort to protect consumers and ethical business from adulterated and misbranded foods and drugs.

Under the new law, the Food and Drug Administration will for the first time be able to bar poisonous cosmetics from interstate traffic. The law, however, doesn't require that ingredients of cosmetics be disclosed to the consumer.

—Gay Starrak, editor



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Savory tender beans cooked in a tasty tomato sauce and generously dotted with lean pork. Served hot or cold Jack Sprat Pork and Beans have a richness of flavor that few housewives could equal in their own kitchen.

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See Every Day on Iowa State's Campus . . .*



"KATIE KAMPUS is the Home-maker's and Younkers mythical, typical co-ed. Follow her activities through each issue of the magazine. She'll always be photographed in Younkers College Shop Fashions . . . turned out correctly for every important campus event.

The Rush Is On . . .

and Katie Kampus is the center of attraction at the "Split Teas" event in her College Shop Cartwright, a Martha Gale design (featured in Mademoiselle College Fashions). Wineberry bolero over white blouse and black skirt, wide wineberry girdle, brilliant with rhinestone buttons. Her bolero breton rides high and floats a long veil. Black suede toeless pumps, black antelope bag and gloves (which you can't see, but they're there, and the gloves are the new yummy longer ones!).

The Dress.....\$25

The Hat6.75

—College Shop: Third Floor; West

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